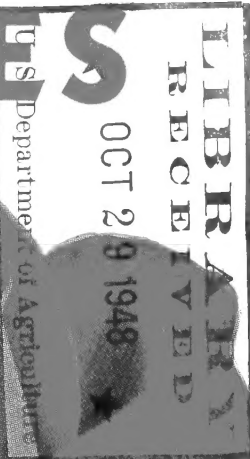


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Paramount ROSES

FALL 1948



FORTY-NINER

Pat. No. 792. \$2.50 each



The Two

1949

AARS WINNERS

TALLYHO


Pat. Applied for. \$2.50 each

PARAMOUNT NURSERIES, A. & A. D. Vanderkraats, Props. WEST GROVE, PA.

Paramount Roses

FALL planting time is here again. Our Roses are in excellent condition and of high quality. We do not have too many of them, especially of some varieties. And we learn, too, that good Roses are still scarce throughout the country. It takes time to build up stock since the war years cut production so tremendously.

There are a number of new varieties, the very latest, in fact, being offered by us this year and it will be worth your while to try some of them.

 is the All-America Rose Selections symbol. Wherever you find it, it indicates that the variety has received an award for excellence in competition with all other new varieties in that particular year, after two years of testing and selection by a board of about twenty-five judges. Such an award means the Rose has great merit and is highly recommended by men and women who grow and know Roses.



Our Rose Storage Building, which holds 500,000 plants. The Packing Sheds are behind it.

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Proprietors

WEST GROVE, PENNSYLVANIA

Near Jennersville in Chester County Penna.

Phone: West Grove 2711

Cover Set "FOUR ROSES"

DIAMOND JUBILEE • FORTY-NINER
NOCTURNE • TALLYHO

These 4 Roses \$7.50

(Regular value \$9.00)

DELIVERY FREE


Hybrid Tea NOVELTIES

These are the best of the very latest novelties and with one exception, Enchantment, are All-America Selections.

They are the result of years of hybridization and selection and are really the "Cream of the Crop." They represent improvements in color, growth, hardiness and resistance to disease, and are well worth the extra cost.


These novelties are all in limited supply throughout the country and are in great demand. A few of them planted this year in your garden will please you no end.

DIAMOND JUBILEE. (Boerner, 1948.) Warm, 1948 glowing buff-orange, with a touch of orange-yellow at the base of the petals.


 Color does not fade. Large, double, high-centered flowers on long, stiff stems, with old-Rose fragrance. Plant is sturdy and many branched, with dark green foliage. Heavy producer. In color on back cover. *Pat. app. for.* \$2.00 each; 3 for \$5.00


ENCHANTMENT. (Hill, 1946.) Peach-pink color on the inside, tinged yellow on the outside, deepening to clear yellow at the base. Huge, high-centered blooms with 35 petals; long lasting and delightfully fragrant. Vigorous, upright grower with dark green foliage. In color on page 5. *Pat. No. 737.*

\$1.50 each; 3 for \$3.75

FORTY-NINER. (H. C. Swim, 1949.) Brilliant 1949 lant bicolor. Rich yellow outside and  vivid red inside, opening from a long-pointed bud of chrome-yellow, overlaid with pink, while the inside surface is orient-red. Flowers well shaped, with 30 to 40 petals, on long, straight stems which are very heavy and quite free of thorns. Has pleasant fragrance. Bush is vigorous, with dark green foliage. In color on front cover. *Pat. No. 792.*


\$2.50 each; 3 for \$6.25


NOCTURNE. (H. C. Swim, 1948.) Bright 1948 cardinal-red with chrysanthemum-crimson  shadings. Long, perfect, streamlined buds open to large, double flowers with wide petals of good substance on long stems. Foliage is large and luxuriant, on a vigorous plant. Pleasantly fragrant. In color on back cover. *Pat. No. 713.* \$2.00 each; 3 for \$5.00


PEACE. (Meiland, 1945.) Buds open yellow, 1946 with edges picoted cerise; huge, glorious,  5-inch blooms with 40 to 45 firm, alabaster-white petals, each edged with pink that


deepens as the flower slowly opens. Very double, showing a center heart of tawny yellow. The individual petals are large and of great substance. Large exhibition blooms on strong, straight stems. Plant is supremely strong and vigorous, with superb foliage. In color on page 4. *Pat. No. 591.*

\$2.00 each; 3 for \$5.00

RUBAIYAT. (McGredy, 1947.) Brilliant red. 1947 Long, graceful buds open to rich-hued  crimson blooms of lovely form. Rugged bush with luxuriant growth. Profuse bloomer with old-Rose fragrance. In color on page 5. *Pat. No. 758.* \$1.50 each; 3 for \$3.75

SAN FERNANDO. (Theo. J. Morris, 1948.) 1948 Currant-red. Pointed, well-formed buds  on stiff stems open to glowing, bright scarlet. Compact and vigorous grower with heavy, dark green, leathery foliage. Pronounced fragrance. In color on page 4. *Pat. No. 785.* \$2.00 each; 3 for \$5.00

TAFFETA. (Lammerts, 1948.) Richly colored. 1948 Long-stemmed, perfectly formed, fragrant buds of rich pink and salmon tones in  changeable combinations. Rich carmine-rose predominates; reverse side shows yellow. Well-shaped flowers with 21 petals are exceptionally fine for cutting. Upright bushy, with huge, glossy, dark foliage. In color on page 4. *Pat. No. 716.* \$2.00 each; 3 for \$5.00

TALLYHO. (H. C. Swim, 1949.) Two-tone red. 1949 Outside of petals fluctuates from crimson  to cardinal-red; the inside is rose-red shading pink. Medium long, urn-shaped bud opens to large, double bloom of graceful form. Robust, upright grower; very bushy. Abundant, continuous bloomer with leathery foliage and rich spicy fragrance. In color on front cover. *Pat. app. for.* \$2.50 each; 3 for \$6.25

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



5
LATEST
Novelty
Roses
\$7.50

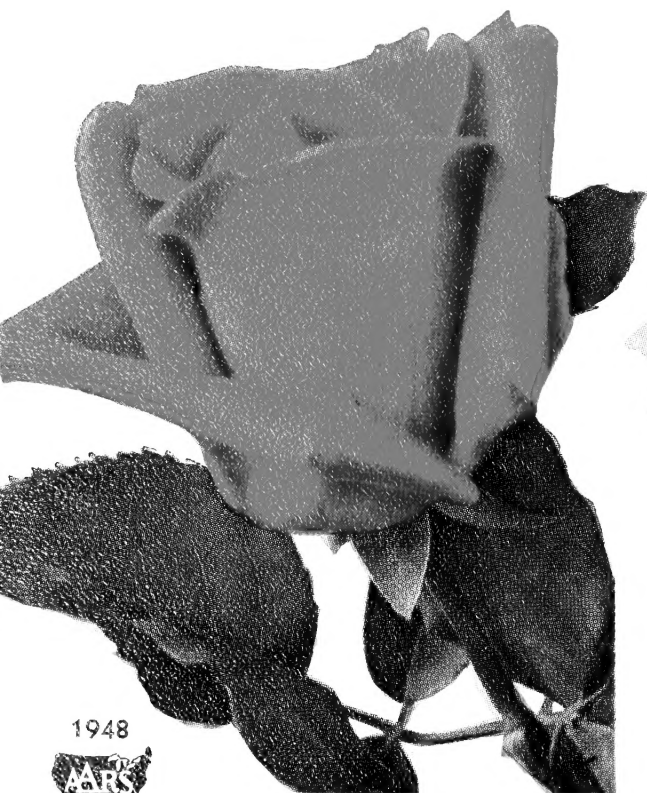
(Regular value \$9.00)

DELIVERY FREE

1948



TAFFETA. *Pat. No. 716.*
\$2.00 each



1948



SAN FERNANDO
Pat. No. 785. \$2.00 each



©

1946



PEACE. *Pat. 591.* \$2.00 each



©

ENCANTMENT

Pat. No. 737. \$1.50 each



©




RUBAIYAT

Pat. No. 758. \$1.50 each


Hybrid Tea Roses


The Newer Varieties

Quite a few additions have been made to this list since last year. On page 3 you will find the real Novelties which have been introduced most recently. In the following list are the pick of all varieties introduced during the last ten years or so.

The All-America Rose Selections symbol is . It means that Rose has entered into real competition with many other varieties and has come out as the selection of a large board of judges. Such a Rose has real merit and quality.

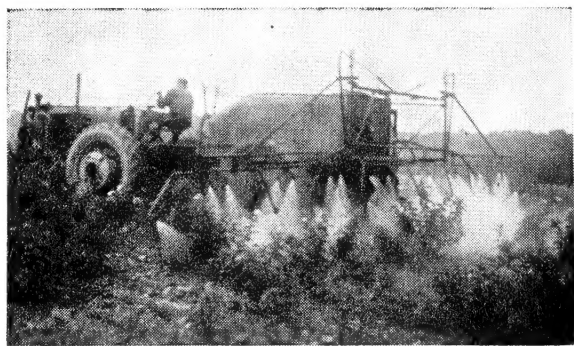
AMERICAN FLAGSHIP. (Lammerts, 1945.) Crimson-red, deeply shaded with rich oxblood tones. Holds color in sun; does not blue. Attractive, urn-shaped buds open to high-centered, well-formed, double flowers. Vigorous grower and free bloomer. *Pat. No. 676.*
\$1.50 each; 3 for \$3.75

CALIFORNIA. (H. & S., 1937.) Ruddy orange 1940 toned with saffron-yellow; outside of  petals overlaid with saturn-rose. Long-pointed buds open to flowers of enormous size, 5 to 6 inches across. Exceptionally vigorous, with healthy, glossy foliage. *Pat. No. 449.*
\$1.50 each; 3 for \$3.75


CHARLOTTE ARMSTRONG. (Lammerts, 1941 1940.) Rich carmine to spectrum-red  buds open to blooms of deep cerise. Long, slender buds on long stems, produced in great quantities, usually one flower to each stem. In color on page 8. *Pat. No. 455.*
\$1.50 each; 3 for \$3.75

COUNTESS VANDAL. (M. Leenders, 1932.) Copper and salmon, suffused with soft yellow. Long-pointed buds open to full, perfect, fragrant flowers. Vigorous, upright grower that blooms unceasingly. *Pat. No. 38.*
\$1.35 each; 3 for \$3.40

CRIMSON GLORY. (Kordes, 1935.) Deep, velvety crimson. Rich in color, perfect in form and delightfully fragrant. Thrifty grower and a free bloomer. The most popular Rose today. In color on page 9. *Pat. No. 105.*
\$1.50 each; 3 for \$3.75




Our Bean Field Sprayer, with 300-gal. tank, and generating 500 lbs. pressure. It carries 32 nozzles, four to each row, spraying eight rows each round.

DICKSONS RED. (Dickson, 1938.) Glowing 1940 scarlet-red. Large, beautiful flowers on  long stems, with rich fragrance. Unfading color, best in the fall. A grand exhibition type. Winner of the Clay Cup for fragrance. *Pat. No. 376.*
\$1.35 each; 3 for \$3.40


ECLIPSE. (Nicolas, 1935.) Golden yellow. Long, streamlined bud. Vigorous, upright grower producing mildly fragrant flowers on long stems, fine for cutting. Prolific. *Pat. No. 172.*
\$1.35 each; 3 for \$3.40


ERNIE PYLE. (Boerner, 1946.) Glowing rose-pink. Flowers of great size are borne in profusion. Vigorous grower and bushy plant. Well-formed flowers on long stems, fine for cutting. *Pat. No. 673.*
\$1.50 each; 3 for \$3.75

GOOD NEWS. (Meilland, 1940.) Peach-pink, changing to silvery pink in the open bloom. Full, perfectly formed, tea-scented flowers. Vigorous, bushy, strong grower and constant bloomer. A great dooryard Rose. *Pat. No. 426.*
\$1.50 each; 3 for \$3.75

GRANDE DUCHESSE CHARLOTTE. (Ketten, 1939.) Chestnut-colored bud, opening  to firm-petaled blooms of begonia-rose or tomato-red. Buds are long-pointed, on long stems. Flower is large, double, long-lasting and unfading. Glossy dark foliage on a vigorous bush. Carnation fragrance. *Pat. No. 774.*
\$1.50 each; 3 for \$3.75

HECTOR DEANE. (McGredy, 1938.) Strawberry-pink from crimson buds, diffused with orange. Tall, vigorous grower and very floriferous. The intense old-Rose perfume is outstanding. *Pat. No. 361.*
\$1.35 each; 3 for \$3.40

HORACE McFARLAND. (Mallerin, 1944.) 1945 Buff-salmon color. A sturdy and upright  grower with large, leathery foliage. Large, high-centered buds develop into immense, full flowers on erect stems. Free bloomer even in summer. Spicily scented. *Pat. No. 730.*
\$1.50 each; 3 for \$3.75

KATHERINE T. MARSHALL. (Boerner, 1944 1943.) Warm, glowing pink. A Rose of  rare beauty and delicacy of form. Vigorous grower with an abundance of large flowers on long, stiff stems. Fruity fragrance. 22 petals. *Pat. No. 607.*
\$1.50 each; 3 for \$3.75

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



A Block of Peace Roses, blooming here July 10, 1948

H Y B R I D T E A R O S E S

The Newer Varieties

McGREDDY'S SUNSET. (McGredy, 1938.) Saffron-yellow blushed with delicate orange. Beautiful buds and full, shapely flowers, sweetly fragrant. Very vigorous plant and prolific bloomer. *Pat. No. 317.*
\$1.35 each; 3 for \$3.40

MIRANDY. (Lammerts, 1945.) Chrysanthemum-red. Big, ovoid buds are deep, rich dark red with black shadings. Full flowers with 50 petals are of beautiful form, long-lasting and wonderfully fragrant. Plant is strong and free-branching, with heavy stems, and is a grand producer. In color on page 8. *Pat. No. 632.*
\$1.50 each; 3 for \$3.75

MME. COCHET-COCHET. (Mallerin, 1934.) Coppery pink. Beautiful form, exquisite coloring and sweetly fragrant. Splendid grower, free-flowering. A good Rose, for both bedding and cutting. *Pat. No. 129.*
\$1.50 each; 3 for \$3.75

MME. MARIE CURIE. (Gaujard, 1944.) 1944 Glowing, clear chrome-yellow. Buds daffodil-yellow. Large flowers, sweetly scented, ideal for cutting. Vigorous, upright grower and excellent bloomer. 25 petals. In color on page 8. *Pat. No. 727.*
\$1.50 each; 3 for \$3.75

PANORAMA. (McGredy, 1943.) Deep rose-pink, reverse silvery buff, suffused with pink. Full, ovoid buds open into large, cupped flowers, 6 inches across. Hardy, bushy plant, well-clothed with large, glossy foliage. Old-Rose perfume. In color on page 9. *Pat. No. 614.*
\$1.50 each; 3 for \$3.75

PRIMA DONNA. (Dickson, 1944.) Deep salmon, suffused with pink. High-centered blooms of exquisite form, with alluring scent. Vigorous, upright grower and generous producer. 35 petals. In color on page 8. *Pat. No. 639.*
\$1.50 each; 3 for \$3.75

SIGNORA. (Aicardi, 1934.) Long, brownish orange bud that opens to mandarin-orange and salmon. Bloom is double and very fragrant. *Pat. No. 201.*
\$1.35 each; 3 for \$3.40

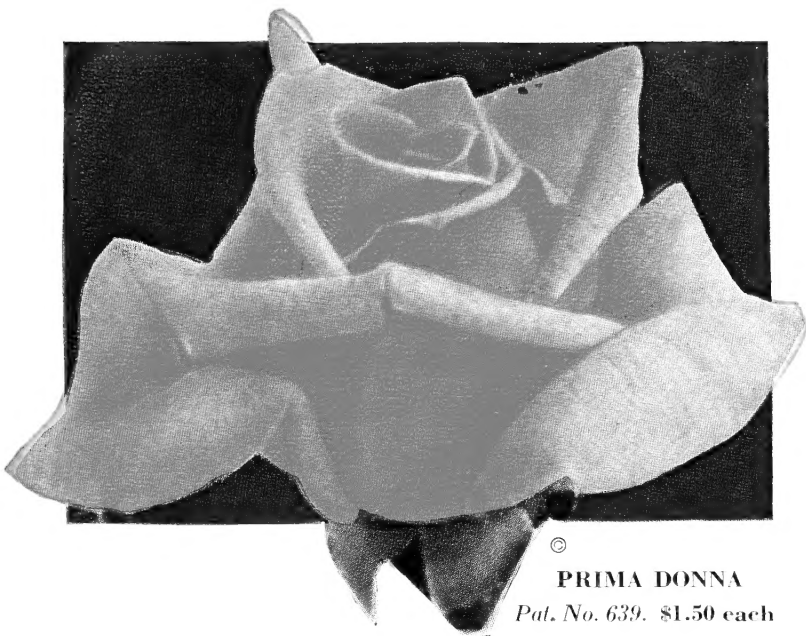
STERLING. (E.G.Hill, 1933.) Beautiful pink. The big, long-pointed bud of brilliant deep pink, with yellow at base, opens into a large bloom, lasting when cut; fragrant. *Pat. No. 21.*
\$1.50 each; 3 for \$3.75

TEXAS CENTENNIAL. (Dixie Rose Nurs., 1935.) Brilliant vermilion-red. Long-pointed buds of perfect form open into large, richly fragrant blooms on long stems. Color and substance marvelous in the fall. Ideal for cutting. Unusually vigorous, with an abundance of healthy foliage. *Pat. No. 162.*
\$1.25 each; 3 for \$3.15

WAVES. (Dickson, 1944.) Coral-pink. Ovoid buds open to cup-shaped blooms with 35 petals. Abundant bloomer with old-Rose fragrance. Vigorous, compact grower; very hardy. *Pat. No. 638.*
\$1.50 each; 3 for \$3.75

WHITE BRIARCLIFF. (J. & P. Co., 1935.) Pure white. Fine form, ideal for cutting; deliciously fragrant. Vigorous and bushy plant. An early and prolific producer. *Pat. No. 108.*
\$1.35 each; 3 for \$3.40

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



©
PRIMA DONNA
Pat. No. 639. \$1.50 each

We recommend membership in The American Rose Society to all Rose-lovers. Write Dr. R. C. Allen, Secretary, Box 687, Harrisburg, Penna.



1941
AARS
©
CHARLOTTE ARMSTRONG
Pat. No. 455. \$1.50 each



1944
AARS
©
MME. MARIE CURIE
Pat. No. 727. \$1.50 each



CRIMSON GLORY
Pat. No. 105. \$1.50 each



1945
AARS
©

MIRANDY. *Pat. No. 632. \$1.50 each*



©
PANORAMA
Pat. No. 614. \$1.50 each

Paramount's SPECIAL COLOR SET

6 Roses for
\$7.50

(Regular value \$9.00)

DELIVERY FREE

Hybrid Tea Roses

STANDARD KINDS

Prices of all Standard Kinds \$1.15 each; \$12.00 per doz.

In any combination desired • Delivery Free

These are the best of the older kinds, all tested for years and found generally satisfactory everywhere. Some, like Frau Karl Druschki and Kaiserin Auguste Viktoria, go back to the "Gay Nineties," while others are of more recent introduction. They are all monthly bloomers and are the mainstays of every garden.

AMI QUINARD. Blackish maroon, opening into semi-double flowers of rich velvety red, with blackish luster. Flowers have 17 petals. Strong, upright grower with old-time fragrance. Fine producer.

AUTUMN. Radiant burnt-orange. Richly colored, exquisitely formed buds open to fragrant flowers in a rainbow of colors—red, orange, yellow and pink. Perfectly upright grower, very vigorous, with large, leathery foliage. Active bloomer. Very full flower with 70 petals.

BETTY UPRICHARD. Two-tone—salmon and carmine. A very free and steady bloomer, unusually vigorous in growth. Buds are long-pointed, on a good, heavy stem. Sweetly fragrant.

CONDESA DE SASTAGO. Rich yellow buds unfold to copper-colored blooms with yellow on the reverse; fully double, with alluring raspberry fragrance. Exceptionally vigorous and supremely bushy. 50 petals.

DUQUESA DE PENARANDA. Copper-apricot. Vigorous, erect and continuous worker. Has long-pointed buds which open into fine flowers, sweetly fragrant and of flaming color. Striking foliage.

EDITH NELLIE PERKINS. Two-tone—salmon and carmine. Has an ideal bud that opens into perfect, large, full-petaled blooms with mild fragrance. Blooms freely. Bushy, compact plant.

EDITOR McFARLAND. Deep pink that does not fade. Large flowers of excellent form on long stems; long lasting when cut and slightly fragrant. Plant is unusually vigorous. One of the best pinks.

ETOILE DE HOLLANDE. Brilliant dark red. Perfect buds; large, double flowers on long stems, and truly fragrant. Plant is vigorous and easily grown, continuously in bloom. Stems almost thornless and foliage healthy. An old favorite.



Mrs. P. S. du Pont Roses in our fields this spring.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

FRAU KARL DRUSCHKI. The white American Beauty. Snow-white blooms of immense size, fully double and of perfect form. Extremely hardy and vigorous. Good for exhibition.

GIRONA. Multicolored—turkey-red and golden yellow. Full, double flowers of beautiful form; rich attar-of-Rose fragrance. Free bloomer; tall, sturdy plant.

JOANNA HILL. Creamy yellow. Has long buds that open to full, long-stemmed, perfect blooms with moderate fragrance. Upright grower that provides many fine flowers for cutting.

KAISERIN AUGUSTE VIKTORIA. Cream-white, with greenish tint in the center. Large and perfectly formed blooms, fully double, on long stems; richly fragrant. Constant bloomer and healthy foliage. 99 petals.

MARGARET McGREDY. Orange-scarlet. Very large, long-pointed buds and beautiful double flowers, slightly scented. Extremely vigorous grower with healthy, glossy foliage. Tireless worker and wonderful bedding type.

McGREDY'S SCARLET. Velvety, brilliant scarlet. A stout grower, bearing large flowers of excellent form on long stems. Liberal producer with tough constitution.

McGREDY'S YELLOW. Canary-yellow flower of elegant form, still beautiful when fully open. Vigorous in growth, free blooming, with healthy, glossy foliage. A fine unfading Rose.

MME. JULES BOUCHE. White. Bushy, vigorous grower producing many long-pointed, mildly fragrant flowers on long stems. Has perfect growing habit.

MRS. E. P. THOM. Clear yellow of uniform color. Vigorous and upright in growth, with an abundance of foliage and a splendid plant habit. Full, double flower, sweetly scented, produced on long stems.

MRS. P. S. DU PONT. Golden yellow—a rich color that does not fade. Long-pointed buds and flowers of medium size that come in great profusion; spicy fragrance. Plant is a low grower but stoutly built, with an abundance of foliage. A prolific bloomer, like a Floribunda.

PEDRALBES. Rich yellow buds open to creamy white blooms of large size, with yellow center. Profuse and constant bloomer. Spreading habit of growth. Flowers come in clusters on long, graceful stems, with slight fragrance. Has about 16 petals.

POINSETTIA. Rich scarlet, even and distinct. Beautifully shaped buds and large, brilliant blooms, slightly fragrant. Tall, healthy grower; profuse bloomer. A very fine Rose.

PRESIDENT HERBERT HOOVER. Yellow-orange and scarlet in a luscious blend of color. Large, glorious blooms come on long, strong stems that make each flower a real bouquet; richly fragrant. Exceptionally vigorous bush that blooms freely.

RADIANCE. The most dependable Rose in America. Brilliant carmine-salmon with reverse rose-color. Its thrifty habit of growth and rugged character reach perfection. Produces a host of large flowers with true Rose fragrance. Most popular and most successfully grown variety in the country.

PARAMOUNT

Standard Dozen Roses

12
ROSES FOR
\$10.80
DELIVERY FREE

Ami Quinard. Dark red.

Betty Uprichard. Salmon and carmine.

Condesa de Sastago. Copper and yellow.

Editor McFarland. Pink.

Girona. Red and yellow.

Kaiserin Auguste Viktoria. White.

McGredy's Scarlet. Scarlet.

Mrs. P. S. du Pont. Yellow.

Pedralbes. Creamy white.

Poinsettia. Scarlet.

Sister Therese. Yellow.

Talisman. Yellow, orange and scarlet.

RED RADIANCE. Clear, genuine red. The counterpart of Radiance and its inseparable companion in the garden. Has all the dependable qualities of Pink Radiance but a richer color. Both require the minimum of care.

ROSLYN. Golden yellow with reverse orange. Bud of excellent form; large bloom of unfading color, slightly fragrant. An active bloomer with a compact, vigorous bush.

SISTER THERESE. "The Little Flower." Golden yellow; bud touched with orange-carmine. Exquisite, long-pointed bud, making a fine, fragrant cut flower. Vigorous, active grower with a spreading habit. A very free bloomer.

TALISMAN. Beautiful mixture of golden yellow, orange and scarlet, varied in every bloom. Richly colored buds on long stems. Fine for cutting, especially in the fall; very fragrant. Upright, vigorous grower and constant bloomer.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



©

CITY OF YORK

BLAZE. The everblooming Paul's Scarlet Climber. Bright scarlet color that holds well. Masses of large, well-shaped flowers on long stems. At its best when trained on a pillar or post. Blooms in midseason and repeats during the summer and fall. *Pat. No. 10.* \$1.50 each; 3 for \$3.75

CITY OF YORK. White. Semi-double, 3-inch flowers. Hardy, strong grower. Blooms early. A new climber with a high rating. \$1.50 each; 3 for \$3.75

CLIMBING AMERICAN BEAUTY. Crimson. Large, fragrant flowers of fine form, borne in clusters. Blooms early in the season. \$1.15 each; 3 for \$3.00

DOUBLOONS. A radiant yellow climber with large, compact, double blooms coming in clusters; spicy fragrance. Vigorous grower with long, heavy canes. Noted for hardiness. Beautiful foliage of dark, velvety green. Blooms early. *Pat. No. 152.* \$1.50 each; 3 for \$3.75

DR. W. VAN FLEET. Light pink. Extremely vigorous in growth. Large, well-formed flowers on long stems, fine for cutting. Blooms early. \$1.15 each; 3 for \$3.00

HIGH MOON. (Lammerts, 1947.) Intense, clear shining yellow. Medium-sized buds are borne on long, almost thornless stems, well clothed with light green, glossy foliage. Plant is luxuriant, bushy, many-stemmed and reaches a height of 8 feet. Produces many magnificent buds in the spring and additional bursts of bloom throughout the growing season. Needs some protection over the winter. *Pat. No. 704.* \$2.50 each; 3 for \$6.25

KING MIDAS. Golden yellow. Vigorous and fast grower with large, double flowers, slightly fragrant. Dark green, leathery foliage. An early bloomer. *Pat. No. 586.* \$1.50 each; 3 for \$3.75

NEW DAWN. Blush-pink. The everblooming Dr. W. Van Fleet. Blooms in profusion in June and repeats throughout the summer and fall. Perfectly formed, pointed buds on fine long stems. Very vigorous, with glossy foliage and sturdy canes. Has old-Rose fragrance. *Pat. No. 1.* \$2.00 each; 3 for \$5.00

PAUL'S SCARLET CLIMBER. Brilliant scarlet. The flowers are large and beautifully formed, borne in clusters and making a vivid splash of color that holds clear and true. The blooms come on long stems, good for cutting. Medium grower, ideal for pillars. Blooms in mid-season. \$1.15 each; 3 for \$3.00

Hardy CLIMBING ROSES

Climbers are excellent for mass decoration and splendid for backgrounds in the garden. They give the largest quantity of blooms for your money and have many uses. They can be trained against a fence, on a pillar or against a garage, and may be left to trail on a sloping bank. They need the least protection and attention of any group of Roses.

SPANISH BEAUTY (Mme. Gregoire Staechelin). Pearl-pink, splashed with red. Large, fragrant blooms on long stems. Fine for cutting. Delightfully fragrant. Blooms early. Needs some protection over the winter. \$1.15 each; 3 for \$3.00

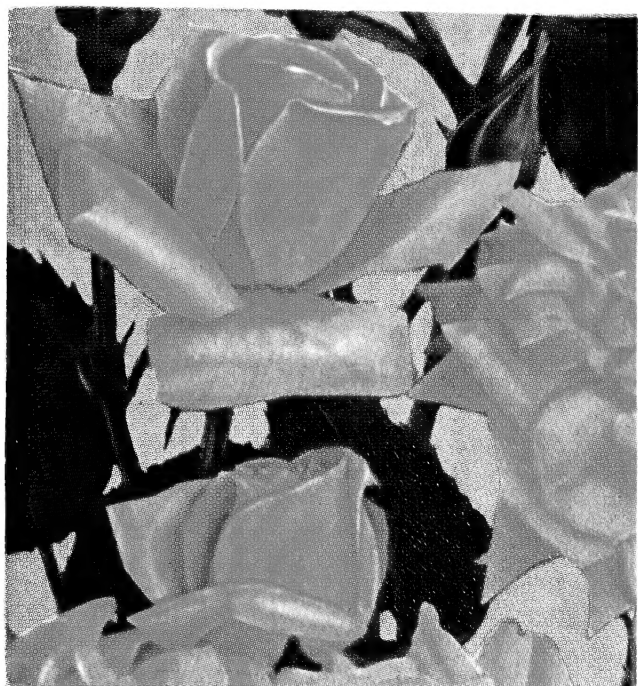
NEW DAWN BLOOMS FROM JUNE UNTIL FROST

©



FLORIBUNDAS

Large-Flowering Bedding Roses



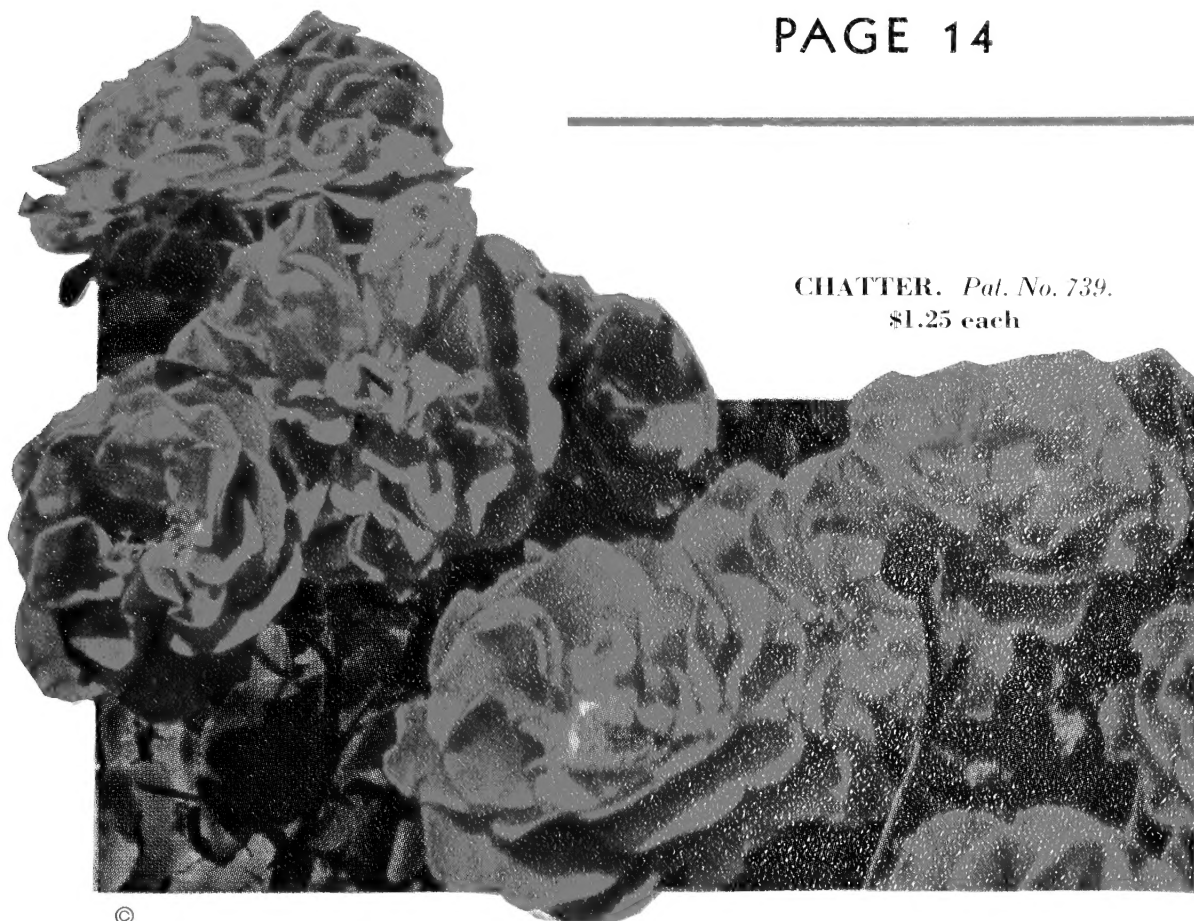
© GOLDILOCKS. *Pat. No. 672.* \$1.50 each



1948 PINKIE. *Pat. No. 712.* \$1.50 each



SEE FULL LIST ON
PAGE 14



CHATTER. *Pat. No. 739.*
\$1.25 each



Betty Prior used as a hedge


Floribundas Large-Flowering Bedding Roses

Most effective if planted in beds of one variety or in groups of three or more of the same kind. Splendid for borders and general mass effects. They are all large-flowering, mostly blooming in clusters or bunches, and many are splendid for cutting.

BETTY PRIOR. Bright red buds open to single flowers of shell-pink, giving a glorious two-tone effect resembling pink dogwood. Prolific. Grows to 3 feet. *Pat. No. 340.* \$1.15 each; 3 for \$3.00

CHATTER. (Boerner, 1947.) Crimson. Bushy, profuse and continuous bloomer, with double flowers in clusters. Hardy. Delicate old-Rose fragrance. Grows to 18 inches. In color on page 13. *Pat. No. 739.* \$1.25 each; 3 for \$3.15


DONALD PRIOR. Brilliant scarlet. Large, semi-double flowers borne in great profusion. Very spectacular. Sturdy and vigorous, reaching 3 feet. *Pat. No. 377.* \$1.15 each; 3 for \$3.00

FLORADORA. Dazzling bright cinnabar color 1945 with shades of scarlet. Buds are exquisitely  formed, produced in profusion on a neat, symmetrical bush. Foliage glossy olive-green. Grows to a height of 2½ feet. \$1.15 each; 3 for \$3.00

GOLDSLOCKS. (Boerner, 1945.) Rich golden yellow. Very double blooms, 3 inches across. Spreading, bushy plant reaching a height of 2½ feet. Dark green foliage. In color on page 13. *Pat. No. 672.* \$1.50 each; 3 for \$3.75

GRUSS AN AACHEN. Yellow, pink and rose. Ideal bedding type. Low, heavily foliated bush that is a constant mass of blooms. Flowers are large, full, double and good for cutting. \$1.15 each; 3 for \$3.00


PERMANENT WAVE. Cochineal-red. Petals are peculiarly waved, which gives an unusually novel appearance to the clusters of large flowers. A perfect hedge-plant 2½ feet tall. *Pat. No. 107.* \$1.15 each; 3 for \$3.00

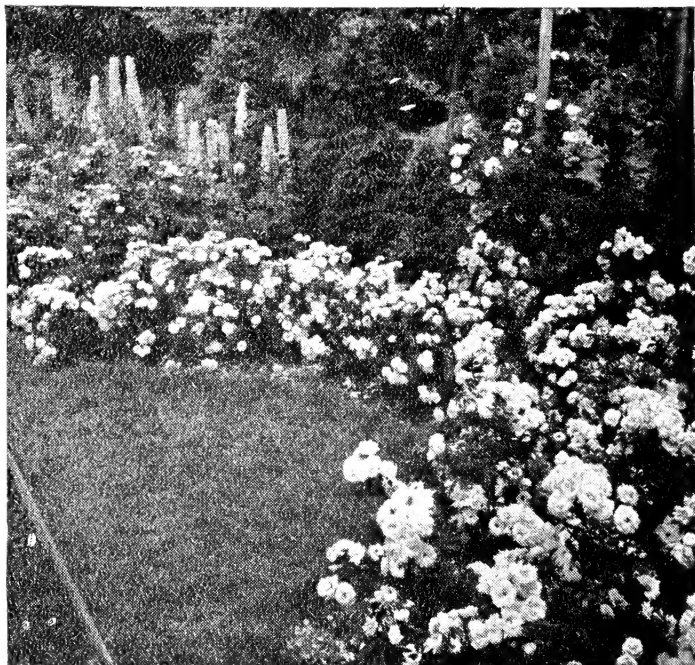
PINKIE. (H. C. Swim, 1947.) Perfect, long, 1948 slender pink buds open to fully double  flowers 2 inches across, on individual stems. Continuous bloomer with spicy fragrance. Compact bush 18 to 24 inches tall. In color on page 13. *Pat. No. 712.* \$1.50 each; 3 for \$3.75

PINOCCHIO. Lovely salmon-pink, flushed with gold. Flowers in sprays, splendid for bouquets. Free-branching, continuous, prolific bloomer with dark green foliage. Fruity fragrance. Height 2 feet. *Pat. No. 484.* \$1.25 each; 3 for \$3.15

RED RIPPLES. Clear, true red. Wavy petals. Continuous bloomer; flowers in great masses. Plants vigorous and healthy. Reaches 3 to 3½ feet. \$1.15 each; 3 for \$3.00

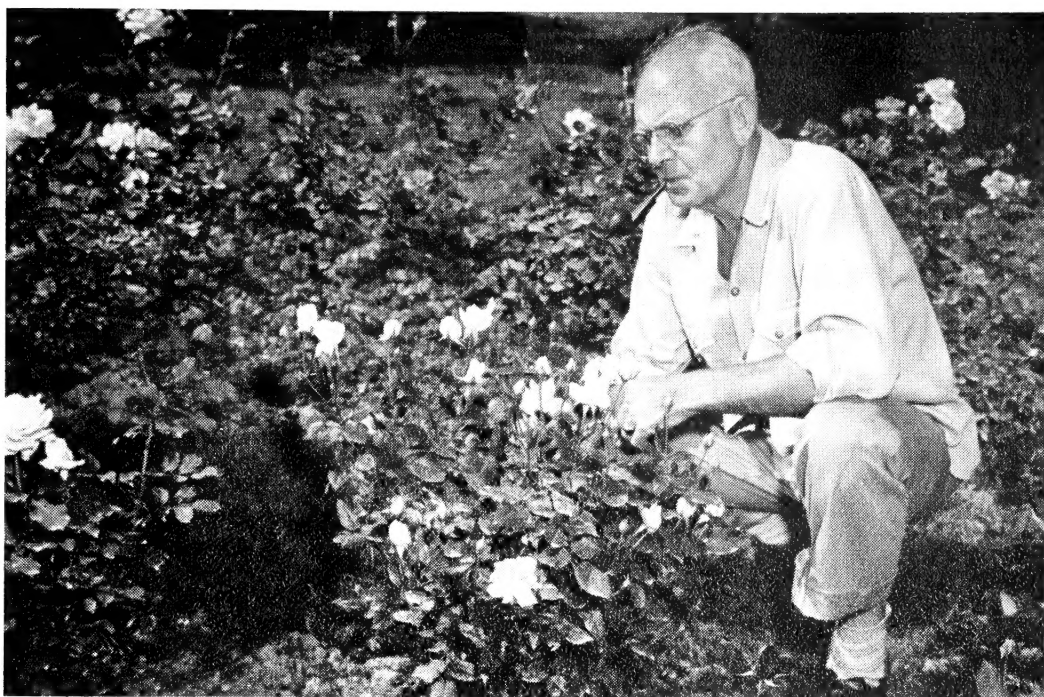
SUMMER SNOW. Pure white, very double, fragrant. Profuse bloomer. About 20 inches tall. *Pat. No. 416.* \$1.15 each; 3 for \$3.00

WORLD'S FAIR. Velvety crimson-scarlet. Large 1940 clusters of rich red cover the bush continuously. Big, double flowers. Healthy, vigorous and prolific. Grows 2½ to 3 feet.  *Pat. No. 362.* \$1.25 each; 3 for \$3.15



Floribundas planted in a border

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



The latest picture of Hugh L. Cobb, American Rose Society Councilor for Pennsylvania. He also, supplies our catalog paper. We always ask for his photograph when catalog-printing time comes. This picture was taken this spring in his Rose garden, "Cobb's Corner," Pittsburgh, Pa. He is shown admiring a Mrs. P. S. du Pont Rose, planted ten years ago from our nurseries. It is four feet tall and going strong, producing quantities of flowers each year.

HOW TO PLANT ROSES

Rose-beds should be prepared well in advance of the arrival of the plants.

Roses require sun, at least half of the day. Protection from strong winds is also desirable. The beds should be placed where the soil is naturally well drained, or drainage should be provided. The soil should be good garden loam. If it is poor, remove the top 8 to 10 inches, spade up the bottom, mixing in some good manure, and replace the top portion with good top-soil, letting it settle well before planting.

The Roses should be planted about 12 to 15 inches apart each way, varying the distance somewhat, depending on the vigor and spread of the varieties selected.

All Roses should be planted as soon as received. But the bundles can usually be kept intact for a week, if kept in a cool, dark place. If delayed in planting for more than one week, remove the plants from the bundles, and hill them in carefully in a shady and moist place, until wanted.

When planting in the fall, no pruning is necessary, but cutting back to 6 to 8 inches can do no harm. Immediately after planting, hill the soil around each plant for at least 6 inches.

In planting in the spring, trim the branches back to 4 to 5 inches. If planting late in the spring, when it is warm, and it often is after the middle of April, hill the soil up slightly and keep the plants shaded from the sun for several weeks; water well each day.

Full planting directions are sent with each shipment, and one should read them carefully before proceeding with the job.

The best spray for Roses is TRI-OGEN, a complete insect spray and fungicide. It stimulates plant-growth and is harmless to foliage or blooms. It is convenient, easy and pleasant to use and is triple acting. It can be purchased at most seed stores or in any garden department of general stores. If you cannot secure it locally, please write to us and we will secure it for you.

WHEN TO PLANT ROSES

Proper planting time in the fall is from November 1 until freezing weather; in the spring, from early March, when the ground opens up, until April 30. Order early to insure your desired selection, and plant early each season for real Rose success.



Floribundas planted in beds

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



Two
**ALL-AMERICA
WINNERS
1948**

DIAMOND JUBILEE

Pat. Applied for. \$2.00 each



NOCTURNE

Pat. No. 713. \$2.00 each



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